

NEW BRANDS SUMMARY
CURRENTLY AVAILABLE DATA THROUGH WEEK ENDING 03/01/91

PM						COMPETITIVE		
<u>NATIONAL/REGIONAL</u>	VOLUME (MM)	RETAIL SHARE	SHIPMENT SHARE			<u>NATIONAL/REGIONAL</u>	RETAIL	SHARE MONTHLY SHIPMENT
			WEEK	4 WK	CUME			
Bristol	128.08	1.2 *	1.75	1.83	1.36	Camel Ultra Lights	0.4 *	0.5
Bucks	22.56	0.5 *	0.31	0.42	0.62	Misty	0.3 *	0.5
Marlboro Men Box – Reg 1	2.10	N/A	0.15	0.16	0.25	Heritage	0.2 *	0.1
						Sterling	0.2 *	0.1
						Viceroy KSF Box	0.1 *	0.1
<u>TEST MARKET</u>						<u>TEST MARKET</u>		
Next De-Nic – Tampa	0.10	0.4 #	0.11	0.12	0.43	Horizon – Atlanta	0.5 #	0.4
B&H De-Nic – Arizona	0.53	1.1 #	0.85	1.74	0.59			
<u>Marlboro Ultra Lights</u>						<u>Dakota</u>		
Indianapolis (B/W)	1.74	1.5 #	2.13	1.53	1.13	Houston	0.3 **	LT 0.1
Portland (R/C)	0.91	1.2 #	0.97	0.92	0.68	Nashville	0.3 #	0.1
Nashville (R/W)	0.58	1.6 #	1.01	1.04	1.33	Dakota (Slide Box)	N/A	0.3
<u>Cartier</u>						<u>Kool Deluxe</u>		
Los Angeles	0.00	0.5 #				Houston	0.5 **	0.4
San Francisco	0.00	N/A				Hawaii	0.7 ***	0.5
San Diego	0.00	N/A						
<u>Bucks</u>						<u>Bull Durham – N.H./CA</u> (part)		
Arizona	0.56	0.5 #	0.64	0.71	0.69		0.2 ***	0.2
Birmingham	0.26	0.8 #	0.37	0.45	0.67	<u>Style</u>		
						Hartford (FM)	0.3 ***	0.3
						New Orleans (PV)	0.1 ***	0.6

* New Nielsen

** Convenience Scanning

Retail Audit

*** ICC

**** Scanning Supermarkets

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